

**CONTRACT**

**Journal Broadcast Group**  
**720 E Capitol Dr**  
**Milwaukee, WI 53212-1308**  
**(414)332-9611**

www.todaystmj4.com

And:

**Shorr, Johnson, Magnus**  
**1831 Chestnut St.**  
**Suite 602**  
**Philadelphia, PA 19103**

<u>Contract / Revision</u> 364758 /		<u>Alt Order #</u> 06867409
<u>Product</u> <b>Tammy Baldwin</b>		
<u>Contract Dates</u> <b>10/25/12 - 10/29/12</b>		<u>Estimate #</u>
<u>Advertiser</u> <b>Baldwin/D/US Senate</b>		<u>Original Date / Revision</u> 10/24/12 / 10/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WTMJ</b>	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u> TBFS	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	10/29/12	10/29/12	Revolution	9p-10p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,500.00			
N 2	WTMJ	10/29/12	10/29/12	The Voice	7-9pm		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				2	\$2,500.00			
N 3	WTMJ	10/28/12	10/28/12	Football Night in America	6pm-7:15pm		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$4,000.00			
N 4	WTMJ	10/25/12	10/26/12	Late Night w/Jimmy Fallon	1137p-1236a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$200.00			
N 5	WTMJ	10/29/12	10/29/12	Late Night w/Jimmy Fallon	1137p-1236a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$200.00			
N 6	WTMJ	10/27/12	10/27/12	Saturday Night Live	1030p-1205a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$750.00			
N 7	WTMJ	10/28/12	10/28/12	Meet the Press	9am-10am		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$600.00			
<b>Totals</b>											<b>9</b>	<b>\$12,450.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	5	\$5,750.00	\$4,887.50
10/29/12 - 10/29/12	4	\$6,700.00	\$5,695.00
<b>Totals</b>	<b>9</b>	<b>\$12,450.00</b>	<b>\$10,582.50</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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